

How the concierge guard is changing security

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Security is a fast-changing, fast-moving industry at any time as threats evolve and trends emerge, but the rise of the concierge security guard has potential to change things for the long term.

For a long time now in the UK, the role of a security guard has been shifting, especially in the commercial sector.

There are many reasons for that – ranging from the emergence of recent technology to a complex recruitment market and different demands from clients in the modern world.

The latest trend has been to shift the nature of the role in order to attract and upskill talent to provide a better service for clients. Instead of looking for traditional security guards, there is a new focus on multi-skilling, with technology taking over some of the more menial tasks associated with security.

At [14forty](#), as an integrated FM services provider, we often look after all aspects of a building's facilities management – from security to guest services and from cleaning to catering and even grounds maintenance.

It makes sense to include multi-skilled personnel as part of that mix. It provides them with a range of skills and training and supports our clients with an overall proposition.

What is a security concierge?

Security concierges are responsible for security, access control, surveillance, patrols and emergency response. This provides our people with an amazing skillset, to develop their careers.

They also have a hospitality focus and are trained in customer service. This means they may take on roles such as greeting and assistance or reception duties, acting as the first point of contact for guests and visitors as well as providing a warm welcome and assistance.

In some cases, they may offer personal concierge assistance, such as booking taxis, arranging deliveries, or providing information about the building and surrounding area.

Benefits include enhanced security, improved customer service and having versatile, multi-skilled personnel on site.

It's about hiring people with the right attitude and then helping them to train and thrive on the job, providing the skills to be experts within their chosen careers.

So, does it work? In our experience it does. We've had countless comments from clients saying that visitors are impressed by the greeting they had from the person on the gate.

Some were happy the guard remembered their name from a previous visit. Or say they went the extra mile to solve a problem for them. Or they just enjoyed the conversation. It's all part of the skills of a concierge guard.

Guards also need to be qualified in keeping people safe, of course, this is not a dumbing down of the role but an elevation of it – and training is crucial to delivering a good service.

In addition, technology is used to support teams on the ground, for instance AI-enhanced cameras, which are making a significant difference. These can be used to support other manned services, for example in a derelict site.

This is a mode, security concierge and technology combined, that we expect to experience significant growth in future through continued investment and people training.